** How To Attract Your Ideal Clients**

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***With Kat Millar***

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**Remember: You have a zone of genius that others need and don’t have!**

**The 4 Essential Elements of a Killer Social Media Strategy**

|  |  |
| --- | --- |
| **BRAND** | **CONTENT** |
| **TRAFFIC** | **FUNNEL** |

**Notes:**

**3 Brand Elements**

**1.**

**2.**

**3.**

**5 Reasons Most Entrepreneurs Struggle To Get Clients**

1. Not enough \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_activities
2. No clear \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. Unwilling to do what \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_aren’t
4. A \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_niche
5. Unwilling to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Choose the one where you have the greatest opportunity to improve.

**The 5-Step Client Attraction Formula**

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**1. IDENTIFY: Your Ideal Client**

**Choose a micro niche, rather than a broad niche**

What specific problem will you help a specific person solve?

**2. LOCATE: Where They Are Hanging Out?**

**Where you will consistently add value to your ideal clients?**

**Online:**

1.

2.

**Offline:**

1.

2.

**3. CAPTIVATE: Share Valuable Content**

**Create and post your own original, valuable content that your ideal client wants.**

What kind of content method would you like to create more of?

Captions, Stories, Lives, Blogs, Videos etc

**4. OFFER: Create An Irresistible Offer**

**Examples:**

1-On-1 Coaching program, 1-day event, Group Program, Online course, Membership,Retreat

**Offer Creation 3-Step Process**

**1.**

**2.**

**3.**

**5. INVITE: Create a freebie + lead page**

**Create a valuable freebie that your ideal client wants**

**Examples:**

Cheatsheet, guide, checklist, quiz, video, review, assessment, blueprint

**Super-charged Client Attraction Funnel**

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**Slow Vs. Supercharged**

|  |  |
| --- | --- |
| **Slow** | **Supercharged** |
| Using only your own accounts | Facebook groups |
| Hashtags | Facebook ads |
| Reposting / Copying | Collaborations |
| Only using online marketing | Running events |
| Relying only on social media | Creating a freebie + funnel |

**Amplify Your Influence Accelerator:**

Starts 10th June: [**bit.ly/influence-accelerator**](http://bit.ly/influence-accelerator)